What is claimed is:

1. A virtual mall apparatus which virtually constructs a virtual mall including a plurality of virtual shops, comprising:

means for producing a purchased item data when a purchase command indicating that a purchaser buys an item at one of the plurality of shops is input, the purchased item data including a store code indicating one of the virtual shops at which the item is purchased and an item code indicating the item purchased;

means for checking a plurality of purchased item data of the purchaser whether items are purchased from at least two different virtual shops based on the purchased item data; and

means for applying an incentive service to the purchaser if the items are purchased from at least two different virtual shops.

2. An apparatus according to claim 1, wherein the checking means includes means for discriminating whether at least two different store codes are included in the plurality of purchased item data.

3. An apparatus according to claim 1, wherein the checking means includes second means for discriminating whether at least two different item codes are included in the plurality of purchased item data, and third means for discriminating whether the store codes respectively identifying virtual shops which sell items identified by the at least two different item codes are coincided with one another if the second means determines that the at least two different item codes are included in the plurality of purchased item data,

wherein it is determined that the at least two different items are bought at different shops when the third means determines that the store codes are not coincided with one another.

4. A virtual mall apparatus comprising:

means for virtually constructing a virtual mall including a plurality of virtual shops;

means for generating a purchased item data when a purchase command is input, the purchase command indicating that a purchaser buys an item at one of the plurality of shops, the purchased item data including a store code identifying one of the virtual shops at which the item is purchased, an item code identifying the item purchased and a discount item flag indicating that the purchased item is a discount item, the discount item flag being set where the purchased item is specified as a discount item by one of the plurality of shops;

means for discriminating whether items indicated by at least two discount item flags in a plurality of purchased item data are respectively purchased from different shops based on the purchased item data; and

means for executing a discount if the discriminating means determines that the items indicated by the at least two discount item flags are purchased from different shops.

5. An apparatus according to claim 4, wherein the discount is applied to items of different shops indicated by the at least two discount item flags, further including means for collecting each discount applied to the items classified by shop.

6. An apparatus according to claim 4 further including

means for selecting one item from at least two different items indicated by at least two discount item flags if the at least two different items indicated by the at least two discount item flags are purchased at the same shop.

7. An apparatus according to claim 6, wherein each item of the at least two different items has a selling price and the selecting means includes means for comparing a selling price of one of the at least two different items with a selling price of the other item to select one item having a higher selling price if selling prices of the at least two different items are different one another.

8. A method for performing a discount service in a virtual mall which comprises a plurality of virtual shops, including steps of:

generating a purchased item data when a purchase command is input, the purchase command indicating that a purchaser buys an item at one of the plurality of shops, the purchased item data including a store code identifying one of the virtual shops at which the item is purchased, an item code identifying the item purchased and a discount item flag indicating that the purchased item is a discount item, the discount item flag being set where the purchased item is specified as a discount item by one of the plurality of shops;

discriminating whether items indicated by at least two discount item flags in a plurality of purchased item data are respectively purchased from different shops based on the purchased item data; and

executing a discount if the discriminating means

determines that the items indicated by the at least two discount item flags are purchased from different shops.

9. A method according to claim 8 further including step of selecting one item from at least two different items indicated by at least two discount item flags if the at least two different items indicated by the at least two discount item flags are purchased at the same shop.

10. A method according to claim 9, wherein each item of the at least two different items has a selling price and the selecting step includes step of comparing a selling price of one of the at least two different items with a selling price of the other item to select one item having a higher selling price if prices of the at least two different items are different to one another.

11. Computer executable codes, stored in a computer readable medium, which when executed codes:

virtually creating a virtual mall including a plurality of virtual shops;

generating a purchased item data when a purchase command is input, the purchase command indicating that a purchaser buys an item at one of the plurality of shops, the purchased item data including a store code identifying one of the virtual shops at which the item is purchased, an item code identifying the item purchased and a discount item flag indicating that the purchased item is a discount item, the discount item flag being set where the purchased item is specified as a discount item by one of the plurality of shops;

discriminating whether items indicated by at least two

discount item flags in a plurality of purchased item data are respectively purchased from different shops based on the purchased item data; and

executing a discount if the items indicated by the at least two discount item flags are purchased from different shops.

12. Computer executable codes according to claim 11 further selecting one item from at least two different items indicated by at least two discount item flags if the at least two different items indicated by the at least two discount item are purchased at the same shop.

13. Computer executable codes according to claim 11, wherein each item of the at least two different items has a selling price, comparing a selling price of one of the at least two different items with a selling price of the other item to select one item having a higher selling price if prices of the at least two different items are different one another.